GOVERNMENT OF INDIA
COMMUNICATIONS
LOK SABHA

UNSTARRED QUESTION NO:489
ANSWERED ON:21.11.2001
DOLPHIN MOBILE SERVICE
SRINIVASULU KALAVA

Will the Minister of COMMUNICATIONS be pleased to state:

(a) the number of mobile telephone subscribers got connections with MTNL, Cellular Service `Dolphin` as on September 30, 2001 in Delhi and Mumbai;

(b) the number of subscribers with private companies - Air Tel and Sterling Cellular Companies - as on above date; and

(c) the steps being taken to improve working and service of `Dolphin`?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS (SHRI TAPAN SIKDAR)

(a) The number of Dolphin subscribers as on 30.9.2001 are:

Delhi	22,692
Mumbai	20,234

(b) Air Tel and sterling cellular companies are not operative in Mumbai. Their subscriber base in Delhi as on 30.9.2001 is as follows:

Air Tel	4,28,623
Sterling	3,10,901

(c) MTNL has taken following steps to improve the service of Dolphin:

- Network optimization is being carried out to further improve the coverage.
- Adjoining towns viz. Faridabad, Ghaziabad, Gurgaon and Noida are also being covered.
- Roaming facilities are being extended to all the places within the country as well as abroad.
- Prepaid service is going to be introduced soon.
- Adequate numbers of Franchisees have been engaged to market the service and enhance customer base.
- Special promotional marketing schemes are being introduced from time-to-time to improve customer base.
- Aggressive marketing and focused media campaign has been undertaken to popularise the Dolphin brand and improve the customer base.